

Brand Trend
60 Month Shipments - Monthly
Database as of DEC 1997

Tot United States

MSA Vol	1993	1994	1995	1996	1997	1993	1994	1995	1996	1997
Philip Morris	194,715	219,399	221,794	230,840	235,152	42.2	44.8	46.1	47.7	48.9
PM Prem	144,886	177,128	183,349	194,810	201,431	31.4	36.2	38.1	40.3	41.9
PM Dsct Cat	49,828	42,271	38,445	36,030	33,720	10.8	8.6	8.0	7.5	7.0
Tot Pvt Lbl PM	12,261	7,312	5,534	4,197	3,244	2.7	1.5	1.1	0.9	0.7
PM Menthol	27,176	27,636	27,218	27,622	27,140	5.9	5.6	5.7	5.7	5.6
PM non-menthol	167,539	191,763	194,576	203,219	208,012	36.3	39.2	40.4	42.0	43.3
PM box	80,755	102,565	112,351	127,084	137,756	17.5	20.9	23.3	26.3	28.7
PM soft pack	113,960	116,835	109,443	103,756	97,395	24.7	23.9	22.7	21.5	20.3
Tot Industry	461,281	489,689	481,401	483,466	480,568	100.0	100.0	100.0	100.0	100.0
Tot Prem	291,583	330,391	336,832	345,990	348,650	63.2	67.5	70.0	71.6	72.5
Tot Dsct Cat	169,697	159,298	144,568	137,476	131,918	36.8	32.5	30.0	28.4	27.5
Tot Pvt Lbl	36,273	30,882	27,029	23,696	18,957	7.9	6.3	5.6	4.9	3.9
Tot Mkt Full Flav	193,693	208,792	203,428	202,169	199,274	42.0	42.6	42.3	41.8	41.5
Tot Mkt Lotar	252,791	266,586	264,542	268,708	269,785	54.8	54.4	55.0	55.6	56.1
Tot Flav Lotar	194,424	206,878	206,477	211,527	214,519	42.1	42.2	42.9	43.8	44.6
Tot Ult	58,367	59,708	58,065	57,181	55,266	12.7	12.2	12.1	11.8	11.5
Tot Super Lotar 0-2Mgs	9,138	9,545	9,290	8,750	8,085	2.0	1.9	1.9	1.8	1.7
Tot Full Flav	146,430	163,562	161,825	162,338	160,943	31.7	33.4	33.6	33.6	33.5
Tot 7-15Mgs	241,688	252,108	248,080	251,359	252,850	52.4	51.5	51.5	52.0	52.6
Tot Flt	446,577	475,476	468,066	470,974	469,155	96.8	97.1	97.2	97.4	97.6
Tot Non-Flt	14,699	14,207	13,330	12,488	11,409	3.2	2.9	2.8	2.6	2.4
Tot Soft Pack	335,797	337,596	314,556	295,569	270,818	72.8	68.9	65.3	61.1	56.4
Tot Box	125,386	151,989	166,743	187,795	209,651	27.2	31.0	34.6	38.8	43.6
Tot Non-Men	343,893	366,036	359,842	360,716	358,866	74.6	74.7	74.7	74.6	74.7
Tot Men	117,291	123,549	121,457	122,649	121,602	25.4	25.2	25.2	25.4	25.3
Prem Flt Non-Men	203,457	233,086	239,399	246,189	249,350	44.1	47.6	49.7	50.9	51.9
Prem Flt Men	77,701	86,880	87,680	90,645	90,917	16.8	17.7	18.2	18.7	18.9
Dsct Cat Flt Men	39,493	36,570	33,690	31,926	30,617	8.6	7.5	7.0	6.6	6.4
Dsct Cat Flt Non-Men	125,926	118,940	107,297	102,214	98,271	27.3	24.3	22.3	21.1	20.4

Industry attributes.WKS 2/11/98 12:25 PM

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